



Volume 3, Issue 14 - 19 April 2007

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Industry News

Microsoft Creates Color Bar Code for Audiovisual Works

Microsoft new High Capacity Color Barcode (HCCB) technology helps to ID commercial



audiovisual works such as motion pictures, video games, broadcasts, digital video recordings and other media.

The International Standard Audiovisual Number International Agency (ISAN-IA) has already licensed the bar code and will make it available to other organizations later this year.

With thirteen international agencies and over 500,000 registered works, ISAN-IA is the world's leading registration system for commercial audiovisual works

The ISAN-IA coordinates a globally recognized identification system for audiovisual works and will make the Microsoft Research-developed bar code available to other organizations for use in tracking, helping protect and manage their audiovisual content. ISAN-IA also says several of its registration agencies will use the innovative technology to help their customers derive more accountability and value from their media asset libraries.

"The capability of these new bar codes to store more data in a smaller space should provide a rich resource for the industry and consumers alike," says Gavin Jancke, director of engineering for Microsoft Research and inventor of the HCCB format.

"The capabilities enabled by this combination of bar code technology and supporting software are important for everyone," says Patrick Attallah, chief executive officer of ISAN-IA. "This includes content owners tracking the use of their work and media publishers seeking to connect to consumers using interactive services and provide a combination of DatatraceDNA counterfeit protection in a single package. This technology provides a way to identify commercial programming and improve the consumer's experience. Secure Path Technology LLC, our Hollywood-based ISAN registration agency, will be the first organization to implement the HCCB format to deliver content identification, management and distribution capabilities to its customers in the entertainment industry across a variety of media."

HCCB is expected to become more prevalent as the quality of cell phones lens increases. For existing cell phones to read a black-and-white bar code (a practice that is widespread in Japan), the code must be larger than 1.5 by 1.5 inches in size. The use of those codes is impractical in small spaces or where visual appeal is important. Eventually, consumers will be able to scan the new, smaller HCCB bar codes directly from TV, phone or PC screens; movie posters; DVD and CD jewel cases; magazine ads; billboards; and a host of other platforms to retrieve additional info.

For more info, go to [ISAN-IA](#)

For more info, go to [HCCB](#)

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AMX Celebrates 25 Years

This month AMX celebrates 25 years in business.

Founded in the proverbial American garage in April 1982 by Dallas entrepreneur, Scott Miller, AMX has grown (especially after recent acquisitions of AutoPatch, Matrix and Endeleo) into one of AV's only one-stop shopping, truly integrated, best-of-breed solutions.

CEO Rashid Skaf says: "25 years in business is a significant milestone of which, we as a company, are very proud.



"Starting out in 1982, Scott Miller was focused on starting a company that would improve upon a little device that most of us now take for granted – the handheld remote control. Indeed, the very first product manufactured by AMX was a wireless controller for 35mm slide projectors – the MX20.

"While the company has clearly grown and evolved over the years, its core goal remains largely unchanged. Twenty-five years later, the dream of a simpler world continues to drive innovation at AMX."

"A simpler world..." That's not a bad birthday wish for all of us.

For more info, go to [AMX](#)

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ZigBee Buzz in Paris on May 3rd

Take a May 3rd trip to the Hyatt Regency at Paris' Charles de Gaulle airport and you



can learn what the ZigBee Alliance is all about. Bob Heile, Chairman of the ZigBee Alliance opens the Open House at a respectable 10am.

More than 20 companies are exhibiting and admission is free.

The program features a special keynote (*The First ZigBee City?*) by a management consultant who describes how and why Göteborg Energi AB, (4th largest utility company in Sweden) selected ZigBee technology for its new advanced automatic meter management system.

[Caption] *Bob Heile, Chairman, ZigBee Alliance*

For more info, email [Krista Davi, Event Manager, ZigBee Alliance](#)

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Projection & Screens

Projecta's "Ultimate" Tensioned Screen: HomeScreen Deluxe

Combining a quality screen fabric and an attractive aluminum design frame, the new HomeScreen Deluxe tensioned screen offers Projecta's "ultimate" in permanent projection screens for home use.

"Superior image quality and ease of installation" were at the top of the list during the product development process, says the company.

One striking detail is the distinguishing black velour covering the frame. Thanks to velour's high degree of light absorption, this significantly reduces ambient light. The deep-black frame border contributes to the positive perception of clarity and the sloping inner edge of the frame reduces shadows in the image.



The frame goes together easily: a well-thought out tension system lets the projection screen stretch for permanent taut results. Customers can place the screen in a designated location in the home cinema room (materials supplied for wall mounting).

The HomeScreen Deluxe projection screens come in 4:3 and 16:9 formats.

The projection screen fabric is available in:

- Matte White P double-layer vinyl
- Da-Tex rear projection screen fabric in translucent, grey vinyl
- High Contrast D grey vinyl (increased contrast value)
- High Contrast Sound perforated grey vinyl film (increased contrast value - option available for setting up loudspeakers behind the projection screen fabric, which ensures that sound and vision form a seamless whole).

For more info, go to [HomeScreen Deluxe](#)

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Digital Cinema Firm Assists Audience Disabilities

DTS Digital Cinema Europe, provider of digital entertainment services for the motion picture industry, joins as an industry member the Initiative Dein Kino of Germany.

Initiative Dein Kino (IDK) is a work group focused on ensuring access to cinema for those with hearing and/or vision impairments. Formed by exhibitors, distributors and service providers in this field across Germany, the IDK strives to expand the network of access-capable cinemas and to increase the number of films that are released with subtitling and

audio description services in Germany. DTS is currently one of the six-member organizations to be involved in the IDK (begun in Feb. 2007).

David Pope, Director of Business Development No. Europe, DTS Digital Cinema Europe says: "IDK is an essential part of the infrastructure needed to support the access initiative...The IDK working group has already put forward some great ideas. All the members are tremendously supportive, and it's a pleasure and privilege to part of this. We are looking forward to many more joining the group so that the whole industry can be fully represented. It will be great for everyone to have a voice -- that's what IDK is for."

For more info go to [DTS](#)

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Displays

iSuppli: LCD's Widescreen Format to Dominate Monitors

Growing video usage, the new Vista OS, and aggressive pricing will all contribute to make wide-format LCD monitors the dominant format in the market by 2009, says iSuppli Corp.

Worldwide sales of wide-format LCD monitors could grow to 146.9 million units by 2011, rising at an impressive Compound Annual Growth Rate (CAGR) of 74.3% from only 9.1 million units in 2006, according to iSuppli.

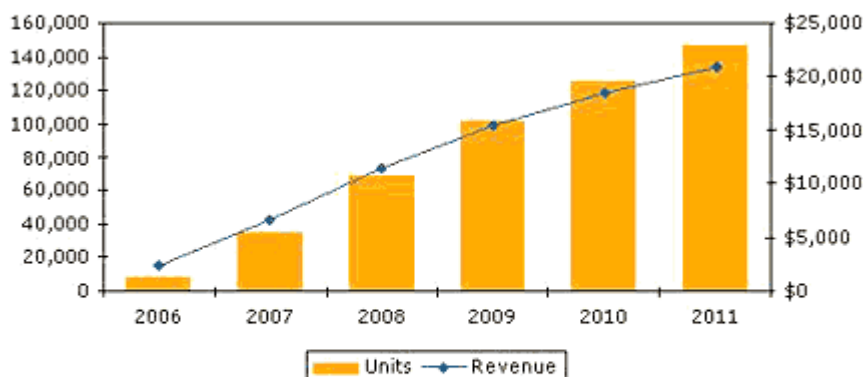
The year 2007 alone will see end-user sales nearly quadruple to 35.8 million units. Meanwhile, revenue will grow to \$20.9 billion by 2011, rising at a 55% CAGR from \$2.3 billion in 2006. In 2007, revenue will triple to \$6.7 billion.

By 2009, wide-format LCD monitors will account for the largest share of the LCD monitor market in terms of revenue and unit shipments, surpassing traditional-format displays, iSuppli predicts.

Wide-format alternatives are surfacing across all the monitor screen sizes, but the biggest battleground in 2007 will be in the 19-, 20-, and 22-inch wide markets. The 19-inch wide alternatives, which have been priced considerably below their 20-inch wide competitors in the past, have led the market to date. With aggressively priced 22-inch wide alternatives now pushing below \$300 at the street level, 20-inch wide panel and monitor suppliers were facing a price squeeze, at risk of being pushed out of the market altogether.

While business will follow the trend, the adoption rates for wide-format monitors should be higher for consumers than for corporations due to a number of factors. The biggest factor is the growing importance of video applications – games, movies, IPTV, and video clips – in consumer usage.

Global Wide-Format LCD Monitor End User Sales and OEM Revenue, 2006-2011
(Revenue in Millions of U.S. Dollars and Units in Thousands)



Global Wide-Format LCD Monitor End User Sales and OEM Revenue, 2006-2011 (Revenue in Millions of U.S. Dollars and Units in Thousands)							
	2006	2007	2008	2009	2010	2011	CAGR 2006-2011
Units	9,139	35,807	69,778	101,960	125,271	146,918	74.3%
Revenue	\$2,335	\$6,737	\$11,539	\$15,401	\$18,417	\$20,898	55.0%

Source: iSuppli Corp., April 2006

For more info, go to [Widescreen LCD](#)



INNOVATIVE SUPPORTS...



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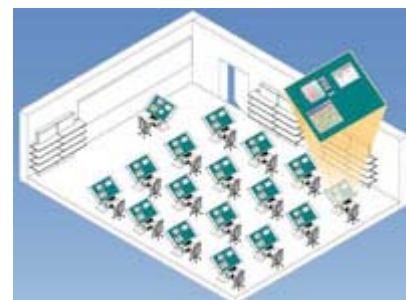
Control & Integrator Solutions

Veria's DeskScreen

Veria of Paris looks for partners to license and manufacture its BurEcran™ (Desk Screen). It's actually a large display embedded into the desktop with the computer components hidden in desk.

The desktop lifts and the screen can be adjusted to act as a drawing table, "blackboard" for a conference, or a meeting table (where several users can input at same time).

Stressing the collaborative aspects, Veria sees their design creating several application options: including class-rooms.



For more info, go to [Veria](#)

Cisco Ties Video Security into IP Networks

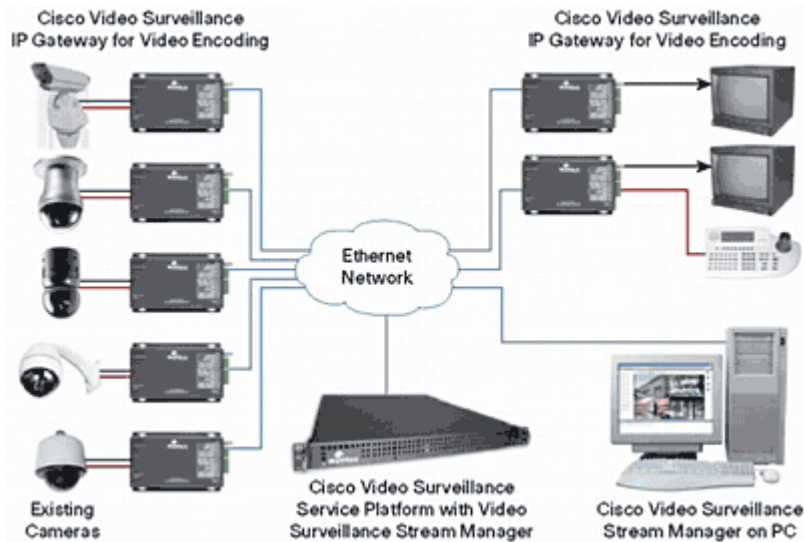
The majority of video surveillance systems are still analog-based, yet tied into networks but Cisco believes video surveillance is now networked in a way that segregates it from the rest of networked devices.

Cisco launched several new products to tie video surveillance into the overall networking infrastructure. By aligning physical safety and security operations better with organizational goals of the company, they can be leveraged for business growth (so instead of treating video surveillance as an expense, it can be treated as a revenue-enhancing system, such as by providing better customer satisfaction).

Cisco releases Stream Manager 5.0, the newest version of the company's video surveillance software. Some of the key new features in Stream Manager 5.0 include policy-based alarm handling with multi-camera synchronized playback and display sequencing, support for H.264 encoding for higher compression without sacrificing video quality, and granular control of user access to video surveillance systems. Additionally, the newest version of the software was designed to be easier to manage.

The new Cisco Services Platform for Mass Storage is a one rack unit box that has Stream Manager software installed and fibre channel or SCSI connectors on the back. Channel partners could sell the video surveillance together with the storage from whatever vendors they support, creating additional sales opportunities.

Also launched was the Cisco Video Surveillance IP Camera, designed to work in hybrid environments. The camera comes with wired (with or without PoE) and wireless 802.11a/b/g options, and it supports AES/DES/3DES encryption. It also offers customers broadcast quality video capture and transmission.



For more info, go to [Cisco Video Surveillance](#)

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Smart-e Training Programme Awarded CEDIA "CEUs"

CEDIA will now award 3.5 CEU (Continuing Education Units) to Smart-e's one-day Accredited Installer Training Programme, giving CEDIA members the opportunity to gain CEUs for attending the Smart-e course.

The CEDIA accredited one-day training programme run by audio and video distribution designer and manufacturer Smart-e, has recently been upgraded and provides an overview of AV technologies, where to use them and the problems that can arise during installation.



Course content covers control systems and installation issues for multi-room video distribution systems, and includes a section on installing CAT5/5e, 6, 7 and 8 structured cabling. The programme also provides hands-on training for Smart-e's range of multi-format video equipment, including the extremely popular SNX range. On successful completion, delegates receive a certificate proving they have achieved Smart-e Accredited Installer status, inclusion on Smart-e's website as an Accredited Installer, and now 3.5 CEDIA CEUs.

For a course guide and training dates, email [Karen](#)

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Discreet Padlock Aids Secure Mount for Medium-Sized LCD & Plasma

Launched at ISE and now available, Vogel's Professional introduces a range of secure wall supports for medium-sized LCD & plasma displays. PFW 3200 supports 23- to 32-inch flat displays, sizes increasingly popular for point-of-sale, point-of-information and infotainment applications.

The switch to flat displays opens up more possibilities for smaller screen sizes, particularly in public areas where CRT displays or larger flat screens are impractical. Typical applications include department stores, restaurants, retailers, pharmacists and gyms. Hotels are also upgrading from CRTs for entertainment to flat displays with interactive services such as Internet, video games and video-on-demand.



In all these applications, the PFW 3200 series provide stylish mounting solutions with "theft-delay" features. A discreet black padlock is included with each support and fixing screws require a special Allen key to further delay theft.

The new range has models with one, two or three pivot points for optimal positioning flexibility. It starts with the basic PFW 3220 wall-mounted display with lockable turn and tilt adjustment. Next is the PFW 3230, with a 33 cm long extension arm for wider viewing angle adjustment. The most versatile model is the PFW 3240, featuring two pivoted extension arms (total 56 cm long), aiding positioning around a corner and



symmetrical movement perpendicular to the wall. The supports comply with 100x100 and 200x100 Vesa mounting standards, and include strips for Vesa 200x200 mounting standard. Maximum load is 32 kg (70 lbs).

For more info, go to [Vogel's Professional PFW 3200](#)

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Distributor & Installer News

Runco's Top of the Partners

At its 12th Dealer Getaway event (in Los Cabos, Mexico), home theater display maker Runco International awarded its top dealers, manufacturer reps and distributors for outstanding achievement in 2006.

For USA, Dallas dealer HomeTronics was the big winner, taking home three awards including Chairman's Club, Dealer of the Year Single Location, and Outstanding Sales Achievement.

For Europe, **Expert Group** of Moscow was honored as the International Distributor of the Year and **Hometech** of Spain as the Most Improved International Distributor:

Congratulations to both European companies!

For more info, go to [Runco](#)



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AVC-Electrosonic: All Aboard at the Falkirk Wheel

Scotland's Falkirk Wheel, world's only rotating boat lift, upgraded its boat tour to include audio and video support.

Completed in 2002 and a testament to a heritage of Scottish engineering, the Falkirk Wheel is the center piece of The Millennium Link Project (restoring inland waterways of Scotland.)



Thanks to **AVC-Electrosonic** of Edinburgh, the popular boat trips on The Falkirk Wheel now have an upgrade to the tour boat skipper's spiel: visitors can watch technical and historical video modules via on-board monitors. Audio is broadcast in English with five other languages being delivered via audio tour handsets synchronised to the video.

Modules are individually selectable by the skippers via a touchscreen panel, allowing them the essential flexibility as timing requires (The Falkirk Wheel is a working part of a busy waterway system as well as a visitor attraction.)

Sheena Irving AV produced the programme content and project management was by **Fraser Randall** for British Waterways Scotland.

Eight 17" daylight viewable flatscreen monitors are suspended in custom-made support brackets within the passenger saloons of the Antonine and the Archimedes tour boats.

A Crestron touchscreen is operated by the boat's crew, who select a video programme module relevant to each stage of the tour. A waterproof, hand-held remote control offers a second method for controlling the system.

A hard-drive video player delivers the selected video clip and English language interpretation, replayed via loudspeakers in the saloon.

A DVD player, also under Crestron control, can be used to replay alternative material for special tours and corporate events.

Five other languages are stored in hand-held audio guides, which visitors can also use on a site-wide tour, and replayed in sync with the video programme. The Crestron system communicates RS232 codes to the Sycamore synchronisation system, which in turn emits infra-red signals to the audio guides. The presence of the infra-red signal disables the keypad to negate user interference, and locks the stored audio information to the video programmes. Synchronisation is frame accurate.

The AV hardware is rack-mounted within the wheelhouse store and supplied via an on-line UPS.

For more info, go to [Falkirk Wheel Tour](#)

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Audio

Cardboard Sound Box

You can't tell by looking at it, but corrugated cardboard offers physical consistency, strength, and acoustic absorption. Now an architect has figured it as the perfect material for sound installation:

The architect constructed a 2.5m cube made from 720 half square sheets of 7mm thick corrugated cardboard, stacked in 360 layers.

As a cool space for listening to and experiencing music, the architect's ambition was to create a strong spatial intensity and a distinct internal atmosphere.

To cut the cardboard took three working days, but assembly only one. The structure sits under its own weight---no fixings or glue. All services are integrated within the stack, including cable runs and apertures for the six-speaker surround sound system.



For more info, go to [Cool Hunter](#)

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Residential Systems & Digital Home

The Bubbleboard

Once a year Microsoft holds a Microsoft Research Tech Fest. Researchers from all five of labs around the world go to Redmond to share the latest and greatest research with the rest of the company.

Lorna Brown, an associate researcher at Microsoft Research Cambridge, showed the BubbleBoard, a visual family answering machine for the kitchen that is part of the New Concepts for the Home demo being presented during this TechFest 2007, the 7th annual Microsoft Research celebration of innovative projects.



For more info, go to [TECH FEST in Redmond](#)

Monster, Tzero Partner for Ultra-Wideband Wireless HDMI

Monster Cable and ultra-wideband (UWB) video distribution developer Tzero Technologies will partner to develop "wireless HDTV" solutions to simplify the installation of flat-panel TVs by connecting them wirelessly to AV components such as DVD players, set-top boxes and DVRs.

The products will address the consumer electronics market and DIY customer. The first product will integrate a wall-mounting bracket for flat panels up to 60 inches, conditioned power and Tzero's Wireless for HDMI product into "a single, consumer-installable solution." Tzero's Wireless for HDMI will wirelessly connect components to the display, eliminating cable runs, and minimizing the hassles associated with typical HDTV installation.



Tzero makes a chipset for UWB that goes in consumer-ready products to enable wireless high-def video transfer between the flat panel and any A/V source component. "Wireless for HDMI" is a reference design product that Tzero licenses to major branded manufacturers like Monster (and Audiovox and Gefen to name a few others).

"HDTV prices are coming down, but hidden installation costs and hassles continue to shock consumers," says Head Monster Noel Lee. "With Tzero, we will deliver standards-based solutions that will make it much easier to have a professional-looking installation for flat-panel TVs anywhere in the home. Tzero's expertise in UWB technology, combined with Monster's own ability to design and deliver complete consumer solutions, makes this a winning combination to address this growing global market. We'll attack this market through our Monsterous dealer network of more than 20,000 storefronts in over 70 countries."

For more info, go to [TZERO](#)

Cisco Funds Avega Systems to Expand (Again) Home Networks

Cisco is hot on the acquisition trail of becoming a brand in the home, but it also shows a willingness to invest in young home entertainment companies.

Cisco joins two venture capital firms, Jafco Investment and Technology Venture Partners, in a second round of funding for Avega Systems.

Avega, with employees in the United States and Australia, specializes in technology to wirelessly connect home entertainment gear such as media center PCs, portable media players, cell phones, stereo equipment, networked storage and set-top boxes. The company has also developed technology that controls and manages these devices and the content it wirelessly shuttles through the house.

Cisco already owns the wireless router brand Linksys. Through Linksys, it acquired Denmark's home-grown consumer video company, KiSS Technologies. It then spent \$6.9 billion acquiring cable set-top box maker Scientific-Atlanta to help deliver video.

Why Avega? The investment fits in well with Cisco's home-networking vision, of connecting diverse devices to the internet and to other entertainment gadgets in the home.

For more info, go to [AVEGA](#)



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Well, that's it for this edition of rAVe Europe! Thank you for spending time with us as we follow the industry happenings.

A little about Gary Kayye, CTS, founder of Kayye Consulting: Gary Kayye, an audiovisual veteran and columnist, began the widely-read KNews, a premier industry newsletter, in the late 1990s, and created the model for and was co-founder of AV Avenue - which later became InfoComm IQ. Kayye Consulting is a company that is committed to furthering the interests and success of dealers, manufacturers, and other companies within the professional audiovisual industry. Gary Kayye's rAVe was first launched in America in February 2003.

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